

1 1. (Amended) A method for tracking the distribution of content
2 electronically, comprising the steps of:

3 (a) incorporating an electronic storage medium tracking identifier onto a
4 standalone electronic storage medium;

5 (b) detecting the tracking information when the standalone electronic
6 storage medium is coupled with a computer;

7 (c) transmitting the tracking information to a server computer; and

8 (d) determining appropriate support information utilizing logic in the server
9 computer to transmit to the computer.

1 2. A method for tracking the distribution of content electronically as
2 recited in claim 1, wherein the server computer performs a table lookup to
3 determine the retailer that sold the package.

1 3. A method for tracking the distribution of content electronically as
2 recited in claim 1, wherein the server computer is coupled to the computer via a
3 network.

1 4. A method for tracking the distribution of content electronically as
2 recited in claim 1, wherein the server computer transmits information utilizing an
3 internet protocol.

1 5. A method for tracking the distribution of content electronically as
2 recited in claim 1, wherein a transaction is written to a database memorializing
3 processing.

1 6. A method for tracking the distribution of content electronically as
2 recited in claim 1, wherein support information is passed to the server to identify
3 pertinent support information.

1 7. (Amended) An apparatus for tracking the distribution of content
2 electronically, comprising;

3 (a) a standalone optical disc electronic storage medium having a burst cut
4 area; and

5 (b) a digital code stored in the burst cut area;

6 (c) the digital code representative of an identifier of content on the optical
7 disc electronic storage medium;

8 (d) the apparatus including logic that detects the tracking information when
9 the electronic storage medium is coupled with a computer;

10 (e) the apparatus including logic that transmits the tracking information to
11 a server computer; and

12 (f) the apparatus including logic in the server computer that determines
13 appropriate support information utilizing logic in the server computer to transmit
14 to the computer.

1 8. An apparatus for tracking the distribution of content electronically as
2 recited in claim 7, wherein the server computer performs a table lookup to
3 determine the retailer that sold the package.

1 9. An apparatus for tracking the distribution of content electronically as
2 recited in claim 7, wherein the server computer is coupled to the computer via a
3 network.

1 10. An apparatus for tracking the distribution of content electronically as
2 recited in claim 7, wherein the server computer transmits information utilizing an
3 internet protocol.

1 11. An apparatus for tracking the distribution of content electronically as
2 recited in claim 7, wherein a transaction is written to a database memorializing
3 processing.

1 12. (Amended) A program embodied on a computer readable medium for
2 identifying and providing a response to the use of a standalone electronic storage
3 medium having an identifier incorporated thereon, the program comprising:

4 (a) a code segment that reads the identifier of the electronic storage
5 medium upon being input into a computer by a user;

6 (b) a code segment that detects the tracking information when the
7 package is coupled with a computer;

8 (c) a code segment that transmits the tracking information to a server
9 computer; and

10 (d) a code segment in the server computer that determines appropriate
11 support information utilizing logic in the server computer to transmit to the
12 computer.

1 13. The program for identifying and providing a response to use of an
2 electronic storage medium having an identifier incorporated thereon as recited in
3 claim 12, wherein the server computer performs a table lookup to determine the
4 retailer that sold the package.

1 14. The program for identifying and providing a response to use of an
2 electronic storage medium having an identifier incorporated thereon as recited in
3 claim 12, wherein the server computer is coupled to the computer via a network.
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5 15. The program for identifying and providing a response to use of an
6 electronic storage medium having an identifier incorporated thereon as recited in
7 claim 12, wherein the server computer initiates support of authorized information
8 utilizing a transaction from the server computer.

1 16. The program for identifying and providing a response to use of an
2 electronic storage medium having an identifier incorporated thereon as recited in